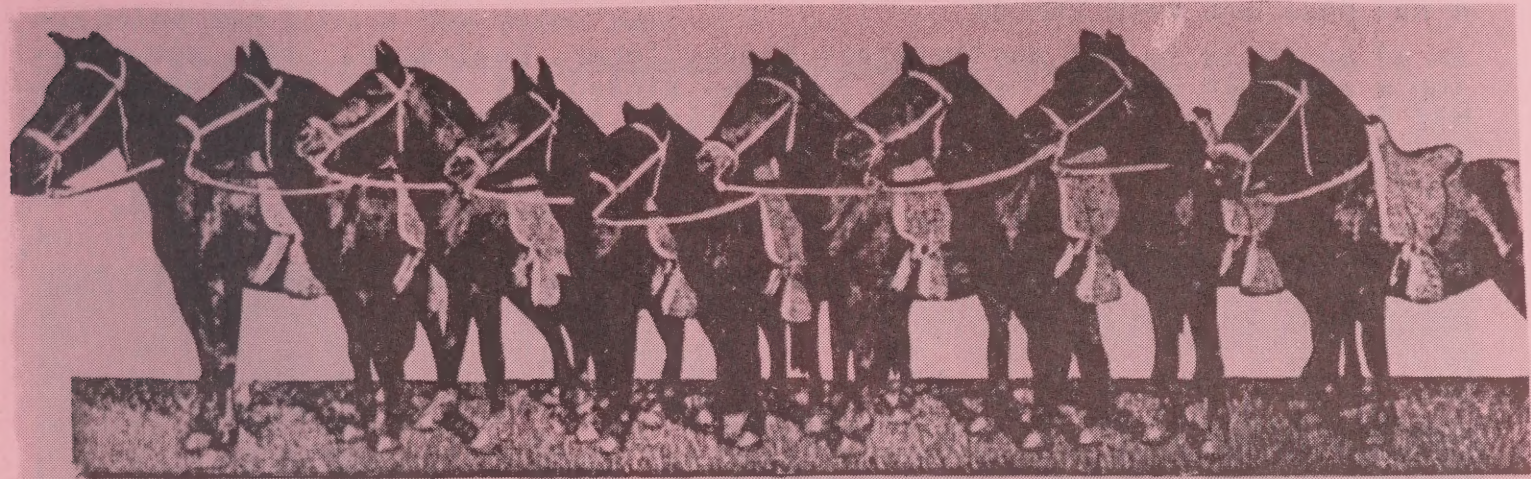


Candy Bar Gazebo

Issue 21, Winter 1988

A Treat To Read



A gigantic campaign on **Tom Mix Candy Bars** is being made this Fall
Over 25 Ponies will be given away absolutely **FREE** for
Tom Mix Candy Bar wrappers.

Exclusive rights will be given to live-wire Jobbers.

Write for particulars at once, as only a limited number can be protected.

(Choice territory open for Brokers)

"It's Dandy Candy"

BLACKHAWK CANDY COMPANY, Davenport, Iowa

COWBOY FROM IOWA

The above ad appeared in The Northwestern Confectioner in September of 1927. The sponsoring company was the Blackhawk Candy Company of Davenport, Iowa.

Tom Mix was perhaps the most famous cowboy actor during the silent film era. Born in Mix Run, Pennsylvania as Thomas Edwin Mix, he was raised in Iowa. And when of age he served in the Spanish-American War.

In 1906 he went to work as a cowboy in Oklahoma. Shortly thereafter he began appearing in Wild West shows as a rider and a roping specialist. His roping and riding soon attracted the attention of a company that came to make Western movies in Oklahoma in 1910.

In 1918 he signed a movie contract with Fox and became a star overnight. He received a huge salary during the 1920s and lived lavishly. Mix was immaculately dressed in a white suit, black boots, and a ten-gallon hat.

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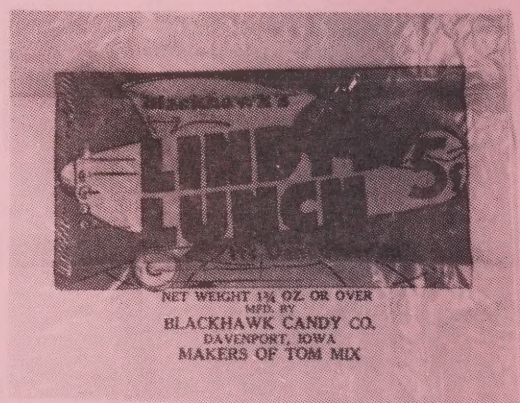
He was the leading box-office attraction of the decade. And he shared his fame with his horse, Tony.

He starred in around 100 films, all Westerns, before he retired in 1928 when talkies came on the scene. It was reported that Mix's voice didn't go along with his stage image as a cowboy, so he didn't make it in sound pictures. He died as a result of an automobile accident in 1940.

Because he was raised in Iowa, a candy company located in Davenport, the Blackhawk Candy Company, issued a Tom Mix Candy Bar in 1927. The bar was a nut roll and sold for 5¢

An ad appeared in The Northwestern Confectioner, September, 1927, concerning a somewhat unusual campaign that was kicked off for the debut of the Mix Bar. Twenty-five ponies were to be given away free for Tom Mix Candy Bar wrappers, and jobbers were to be contacted as soon as possible to see what the deal was.

In addition to the Tom Mix Bar, Blackhawk made several other candy bars such as Blaco Bar that was made with toasted sesame seed, and Lindy's Lunch, a candy bar named after Charles Lindberg and his famous one-way flight to Paris in 1927. (Lindy, by the way, had two sandwiches, no bars along.)



Candy Bar Gazebo is published quarterly by The Great American Candy Bar Club. Publication of articles therein dependent on approval of the editor and availability of space. No paid advertising taken. Text copyright © by Ray Broekel, 1988. All illustrations, unless otherwise credited, from Ray Broekel Memorabilia Collection.

General membership in The Great American Candy Bar Club is open to the public. A free membership card can be obtained by sending in a legal size self-addressed stamped envelope.

Active membership requires an annual fee of \$15.00. Active members receive four quarterly issues of Candy Bar Gazebo, and are entitled to any offers extended by that publication.

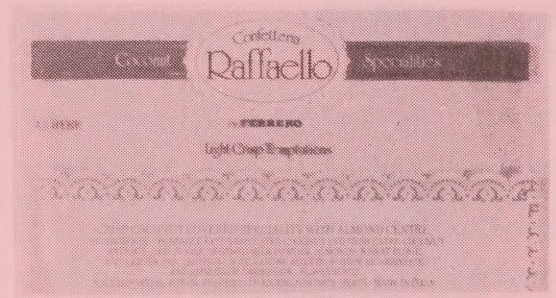
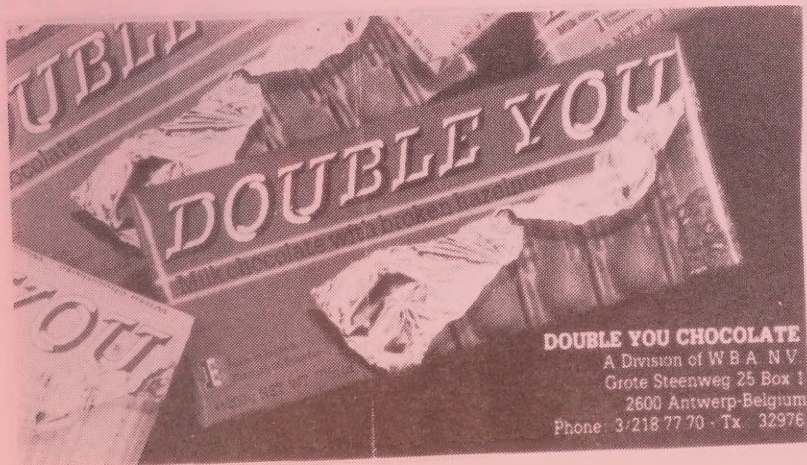
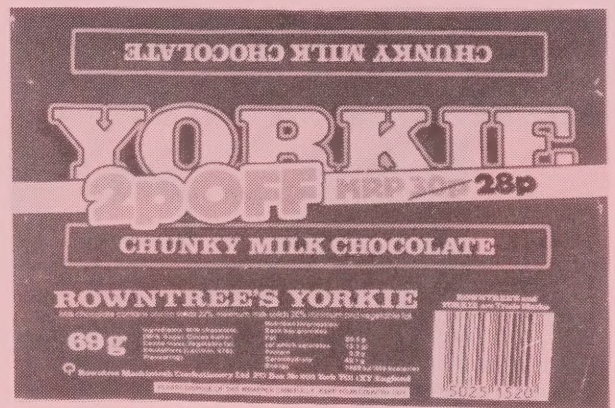
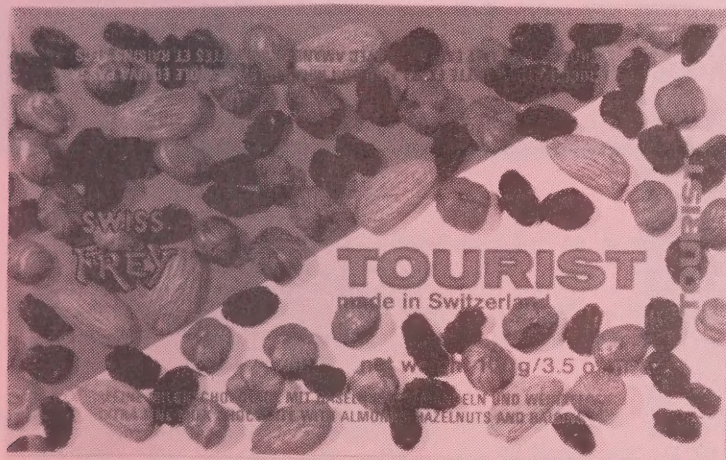
Back issues of Candy Bar Gazebo, if not out of print, are available at \$4.50 each.

All correspondence should be sent to: Ray Broekel, Six Edge St., Ipswich, MA 01938

LETTERS AND SUCH

Harry Levene, London, England, reports that he visited the Frey and Nestlé plants in Switzerland on his last trip. All bars exported by Frey are marked "Swiss Frey." The bulk of Frey bars are sold in the Migros stores in Switzerland, and just carry Frey as the name. The Migros chain of stores has a larger percentage of the grocery trade in Switzerland than any other company, according to Levene. Identified as the smaller stores are the M stores. MM are the large stores, and MMM are the huge hypermarkets with a large variety of non-food products. The Migros City Store in Zurich was a very nice department store, comparing to the Nieman Marcus and Macys Levene saw in Florida while visiting the U.S. a few years ago.

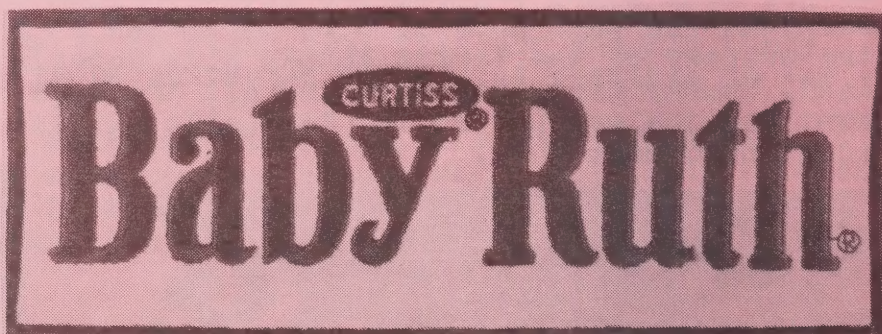
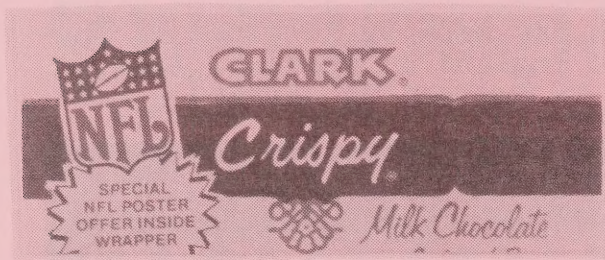
Levene sent along information about the Double You chocolate bar, made in Belgium. The bars come in nine varieties at present. Levene also sent along the wrapper of the Yorkie chunky Milk Chocolate Bar made by Rowntree of England. Chunky chocolate bars are all the rage in England at present. Also sent was the wrapper of the Raffaello bar sold in England by Derraro a com- (continued next page)



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bination of coconut and almond bar. Ministick Bittersweet Mint Bar was found in a local candy store made by Vangaudae. And the wrapper showing the European genet is one of a set of 36 wrappers of animals. It's the best set to come out of Israel, being made by Elite. And, finally, the Pompon nut chocolate bar is made by Mazetti of Sweden.

Brad Burg, Glen Rock, Pennsylvania, sent along an old Curtiss Baby Ruth shoulder patch and a fund-raising wrapper for the Clark Crispy bar that was manufactured for Henco, Inc., of Selmar, Tennessee. Brad wants to know if anyone knows where he can get a Clark's Teaberry pedestal gum stand in red, black, or milky glass color. He's in need of one.



Wally Pfeiffer, Joliet, Illinois, sent along a clipping from the Chicago Sun-Times on the retirement of Edmond Opler Sr., who was chief executive officer of World's Finest Chocolate Company. Opler started out in the candy business when he was 13 years old in 1909. He sold Runkel's Chocolate from a pushcart on the streets of New York City.

Stanislav Kramsky, Prague, Czechoslovakia, confirmed that the Elane bar sold in the United States is made by Bensdorp in Austria. He, as well as Harry Levene, identified the maker of the Elana Gold bars on sale in the United States as being Alprose of Switzerland.

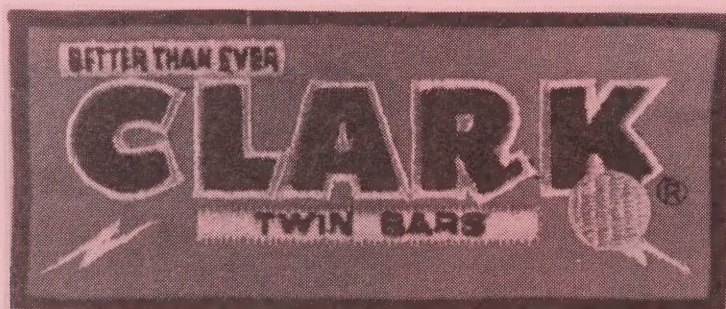
Kramsky has a friend who wishes to trade several pre-and postwar American candy bar wrappers for old chewing gum wrappers. The name and address - Mirek Nikl, Posnanska 437, 181 00 Praha 8, Czechoslovakia.

Kramsky also sent along a set of wrappers from the Figaro factory of Bratislava, Czechoslovakia, formerly the Stollwerck plant.

While on a recent trip to Holland he came across a new candy bar launched by Mars called the Canyon bar and he reported that it was indeed a good bar and came in two types.

Brad Burg also sent along an old Clark bar shoulder patch, advertising the twin bar package.

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Frank Fiore, Hollidaysburg, PA, writes that the fall 1988 issue was the best ever. "Timely and thorough news," says Frank.

Jill and Warren Schimpff, Claremont, California, wrote that they purchased an old candy display jar for Chicos, a brand of peanut that was marketed by the Curtiss Candy Company in the 1930s - Spanish peanuts that sold for 5¢.

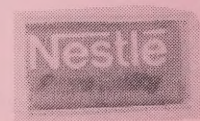
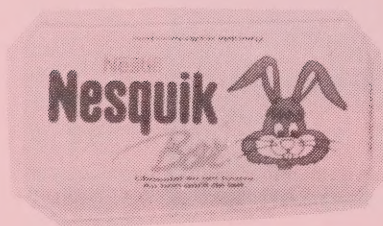
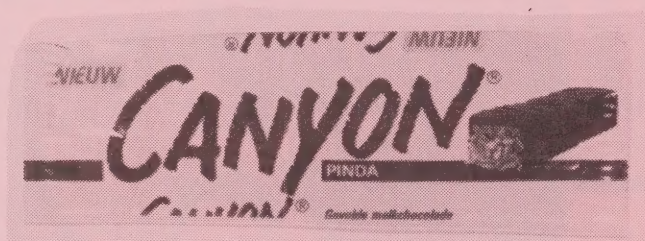
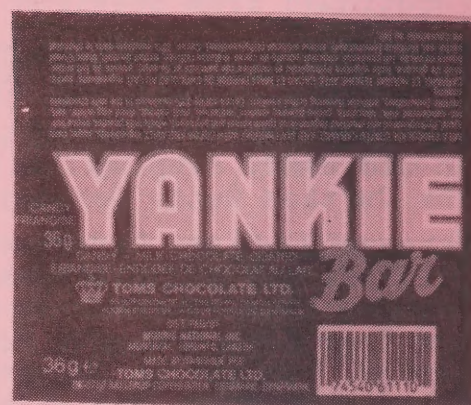
Terence J. Clay, Bournemouth, England, sent along some wrappers - a Cadbury's Wildlife Bar wrapper with an offer for a Panda Rucksack. The toy panda doubles as a rucksack to fit children of most ages. He also sent along a Rowntree Aero wrapper, orange flavored. Aerated chocolate is popular in Europe, but not in the United States. Terence also sent along a Lola wrapper, Swiss milk chocolate with hazelnut piece made by Chocolate Arne of Switzerland. A bar just recently available in England, the Hellas Mint bar, made by Huhtamaki of Finland, has been available for a year in the U.S. with different front matter.



The Canyon bar that Stanislav Kramsky sent along appears to be nothing more than the Kudos bar introduced in the U.S. a few years ago. The graphics on the wrapper are the same. Kramsky also sent along the Yankee bar wrapper made by Tom's Chocolate of Denmark, and #1 strawberry marzipan chocolate bar also made by Tom's. Made in Bulgaria is the LZ bar. And made for Paskesz Candy Co., Brooklyn, NY, U.S.A., is the Milk Munch bar, Denmark made.

Harry Levene, London, sent along some Nestlé items made in Brussels, Belgium. The Nesquik bar is very good. The small-size Nestlé Extra Milky bar also is a very good, smooth milk chocolate. (continued next page)

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INDUSTRY NEWS

The U.S. Distribution Journal reported that Leaf had acquired United Confections of Los Angeles, which markets Leaf's Finnish-made Tivoli line since early 1987 via non-traditional distribution methods. UCI will also take over marketing of another Finnish-made product, the Crescendo chocolate bar.

Planters Life Savers Co. (part of RJR Nabisco) has sold its Bonkers! candy brand to Conusa Corp., a Florida-based confectionery company. The plant in Canajoharie, NY, was sold as part of the deal.

Henry Heide, Inc., has announced the purchase of the Ph. Wunderle Confectionery Company of Philadelphia. Production will be moved to the New Brunswick, NJ, facility of the Heide company.

Haddon House Food Products, Inc., has acquired C & J Willenborg, Inc., from Intermeteo Ltd. of Canada. Willenborg's warehouse facilities will be consolidated into the Haddon House distribution center in Medford, New Jersey.

The placement by hand of two almonds on each 5th Avenue candy bar now has been discontinued by Hershey on its takeover of the Luden company. The new bar still taste fine, however.

The Wall Street Journal, August 24, 1988, reported that Tootsie Roll, the #2 seller of lollipops in the U.S., has bought Charms Co., the #1 lollipop maker.

A short report in The Boston Herald said that Fortune magazine had at the top of its list of America's richest families, the Mars Candy clan.

INDUSTRY NEWS

Warner-Lambert has agreed to buy the French candy maker, Nouvelle des Pastilles de Vichy, from the Perrier Group.

A recent issue of the Boston Herald carried an article written by Barbara Bradley with the headline - "The Sugar-Coated Truth: Chocolate is Good for You." The tone of the article wasn't too sure about that.

The Wall Street Journal carried an advertising section that was a special on Korea. The Lotte Group of Companies was featured in the ad. The group started life in Korea producing chewing gum and gradually expanded to produce a range of food products, beverages, and is now in the leisure industry with hotels and entertainment and amusement parks. Among other things, Lotte makes a decent line of chocolate products.

Hoechst Celanese Corp., U.S. subsidiary of Hoechst A.G., Frankfurt, West Germany, has received approval from the U.S. FDA for use of its calorie-free sweetener, Sunette, in certain foods, chewing gum for one. Approval for its use in candies has been initiated.

The Surgeon General's report on the U.S. Diet doesn't rank sugar as one of the villains in the human diet.

The top four convenience store companies according to Convenience Store News are Southland of Dallas, Texas (key chain, 7-Eleven); Circle K of Phoenix, Arizona; Convenient Food Mart Inc., Rosemont, Illinois; and Cumberland Farms, Canton, Massachusetts.

Tunnock's of Scotland was started in 1897 by Thomas Tunnock and now employs a staff of over 600 making confectionery and bakery products. Its three best-selling products are Caramel Wafer, Tea Cake, and the Snowball. Tunnock's products are being handled in the U.S. by Glen Lyon Consolidated Foods, Ltd.

According to The Confectioner, Hershey is test-marketing Hershey's Kisses with Almonds in Midland, Texas, and Pittsfield, Massachusetts. The periodical also reported that Willy Wonka Brands was test-marketing Tangy Bumps, a fruit-flavored candy available in several flavors.

The Chocolate Manufacturers Association of the U.S.A., announced that a new study of cocoa butter indicated that cocoa butter did not raise levels of cholesterol in the blood, despite its total saturated fat content. This finding was published in the journal Nutrition Research, March, 1988, by David Kritchevsky, PhD., and co-workers at the Wistar Institute of Anatomy and Biology, University of Pennsylvania.

Hershey is selling its Friendly Restaurant Chain to concentrate on its candy and chocolate business.

Kid Chocolate, real name Eligio Sardinias, a leading boxer of the 1930s, died back in August. Kid Chocolate was a junior lightweight and featherweight champ, and was elected to the Boxing Hall of Fame in 1959.

General Foods, a unit of Philip Morris Co., said the U.S. Patent and Trademark Office has awarded it a patent on two new sweeteners that are, according to the company, 2,000 and 2,500 times sweeter than sugar. It will probably take more than five years to get FDA approval to market the products. The Wall Street Journal says the products are currently known as PS99 and PS100.

According to Candy Industry, the management buyout of Tom's Foods, Inc., has been completed with Rowntree Mackintosh.

Nestlé, according to the Journal, is the world's largest food conglomerate, and only 2% of its sales derive from Switzerland, its home base. That means 98% of Nestlé income comes from outside the home country.

BARS, BARS, BARS, BARS

Put out by Oaks Inc., Oshkosh, Wisconsin, is the Melty Bar. This tasty item is a local favorite.

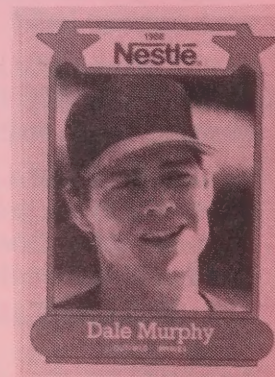
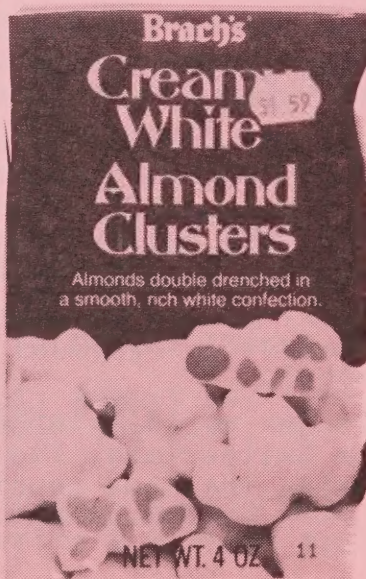
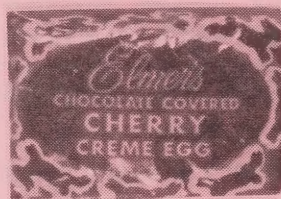
Nestlé has come out with six-pack special offer of Crunch bars and Alpine White bars in which three baseball cards were packed inside the overall cover. The cards soon became collector's items.

Brach's of Chicago has a gourmet count good item, Creamy White Almond Clusters made with extra measures of milk and cocoa butter, that's a good seller in some stores.

Uniconfis Corp., Atlanta, Georgia, has out a four-pack of Melody Pops that you can use to play part of Beethoven's 5th Symphony according to instructions on the cardboard holding the collection.

Elmer's, Pontchatoula, Louisiana, had a summer special at Woolworth's, its Chocolate Covered Cherry Creme Eggs and Pineapple Creme Eggs selling for 5¢ each.

Packed for Sweet Expressions, Bronx, New York, was a clever little basket with candy goodies in it - a small Tootsie Roll, small boxes of Animal Candy, (continued next page)



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and so forth. The little basket was made in Taiwan, some of the boxes for the candy were made in Yugoslavia, some of the candy was made by World Candies, Inc., Brooklyn, NY. Other candy was made by Leaf, Sunline, and in Argentina made for Albert & Son, Inc., Greenwich, CT.

Cotton Candy is alive and well and now sold in packages. Stacy International, Broadview, Illinois, has a strawberry-flavored kind out that's quite good.

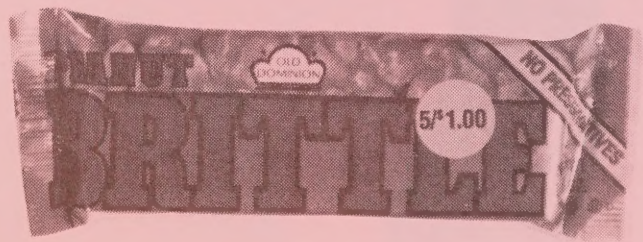
Ice Cubes are made in Western Germany by Moritz Eiskonfekt BmbH., Hamburg, for R.L. Albert & Son, Inc., Greenwich, CT. Available in small packs, and also in a 3.5 ounce packet, this product is a favorite of youngsters.

Skittles, M&M/Mars, can sometimes be bought on sale price for the 8 ounce package, 88¢. The bite-size candies are quite tasty.

Old Dominion Peanut Co., Norfolk, Virginia, Peanut Brittle Bar, was on sale, 5/1.00, in some discount stores in the Northeast.

Her-Chew's Milk Chocolate Flavored Rawhide Sticks, not for human consumption, is a tasty treat for dogs. It's made in Thailand for Pets International, Ltd., Arlington Heights, Illinois.

Richardson Brands, Philadelphia, has some new items - After Dinner Brand Chocolate Gourmet Mints and Pastel Mints, on the market. (con. next page)



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Beich's Laffy Taffy packet contains five Banana Chews. The wrappers contain jokes such as "Why Don't ghosts like to go out in the rain? Because it dampens their spirits." Around three jokes per wrapper. The taffy is good-tasting.

Alma-Leo U.S.A., Inc., has introduced the Big Bar, a 10¢ chocolate-flavored bar with a very good taste. Also, the Monster Bar a 25¢ item containing caramel and a chocolate-flavored coating. This also is a good bar. Both items are made in Scotland by Alma Confectionery Ltd., Kircaldy, Scotland.

Hollywood Brands has out a new ButterNut wrapper that contains a bar with a more "buttery flavor." It's a tasty bar.

New from Willy Wonka are two kinds of Zanies for the teen-pre-teen crowd. Each package contains 14 tart fruity chews - Cherry/Orange and Strawberry/Grape.

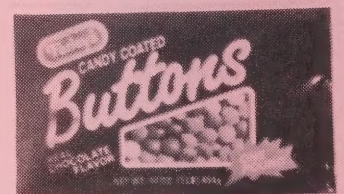
Farley Candy Company has two new products out - Candy Coated Buttons and Candy Coated Peanuts.

Legume Inc. of New Jersey has out four Tofu chocolate bars, a health food set of four flavors, non-dairy and cholesterol free products. The taste? Okay, but it doesn't replace the taste of real chocolate. (Barat Bars.)

Sunline Brands has out a new line of 10¢ items, Candy Gang Chews. Two varieties are Cranky Franky (orange) and Dizzy Lizzy (cherry).

Dams Enterprises, Inc., Decator, Georgia, has out Zappo Chewy Fruit Bars in four flavors - strawberry, grape, cherry, and sour orange.

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Just Born, Bethlehem, Pennsylvania, has new packaging for its Mike and Ike, Jolly Joes, and Hot Tamales boxes.

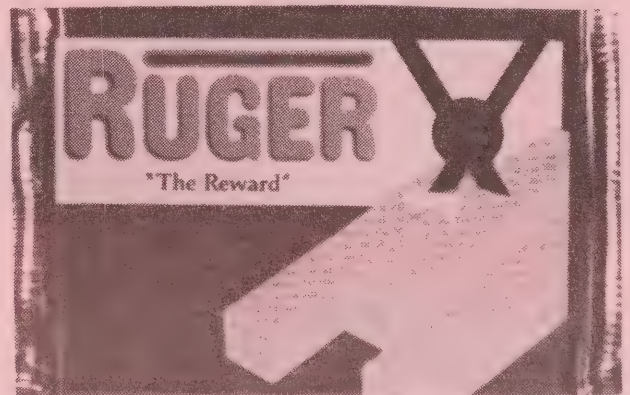
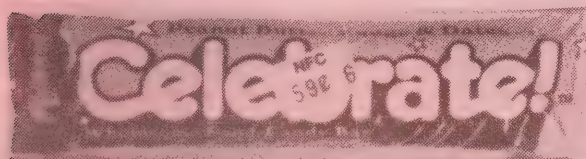
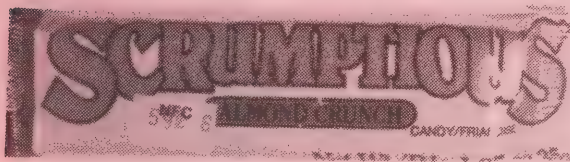
Scrumptious and Celebrate! bars are made by Robinson Foods, Inc., Fairfield, Iowa and sold in health stores. Carob powder is used instead of chocolate. If you are into so-called health foods they might appeal to you.

Made in Austria for Sherwood Brands for sale in the U.S. is the Ruger vanilla-flavored wafer pack. The wafers are tasty.

Made in Spain and distributed in the U.S. by Conusa is the Circos wild cherry roll candy.

Zappo sour fruit chews is made by Crown Confectinoery Co., Ltd., Korea, and distributed in the U.S. by Sams Enterprises, Decatur, GA.

Lou-Rod Candy, Inc., Lewiston, Maine, distributes Seavey's Coconut Bars to outlets in both Maine and upper New Hampshire. The bars are very tasty and very much like the Seavey's Needham bar also made by Lou-Rod.



Seavey's

Chocolate Covered

COCOANUT BARS

Net Weight 14 ounces (396.90 grams)

INGREDIENTS: SUGAR, CORN SYRUP, SWEET CHOCOLATE, COCONUT, EGG ALBUMEN, LECITHIN.



OH CANADA!

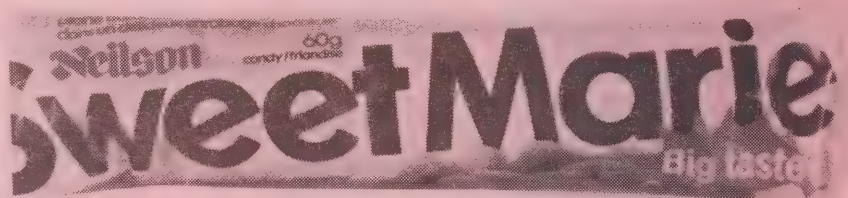
Charles and Polly McKenzie, Ipswich, Massachusetts, took a leisurely trip to eastern Canada and brought back samples of Canadian candy bars. The Cerises chocolate coated maraschino cherry bar made by Neilson was very tasty. The Sweet Marie, another Neilson bar, caramel, peanuts, fudge, and chocolate-coated was a very good quality nut roll. Mr. Big bar completed the Neilson items brought back. It is a very tasty bar made of wafers, caramel, peanuts, rice crisps, and has a chocolatey coating.

Rowntree Mackintosh Canada, Ltd., has some very fine bars, among them being Coffee Crisp, the cream-filled biscuit bar that's excellent; the ever-delicious Smarties; the aerated chocolate Mirage bar, and the Peppermint Aero bar. These are all truly fine products.

Hershey Canada Inc., has the Oh Henry! bar, Life Savers, and Special Crisp, a peanut-flavored crisp bar covered with milk chocolate. All these items are on the tasty side.

Among the numerous Cadbury bars made in Canada were the Caramilk Bar and the Hazelnut Bar - both of very good quality.

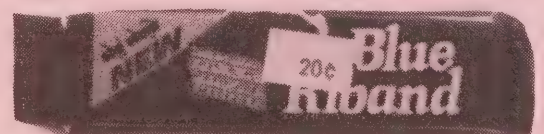
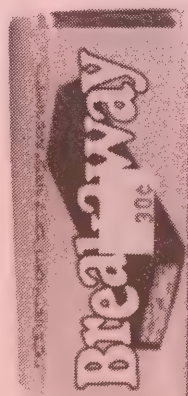
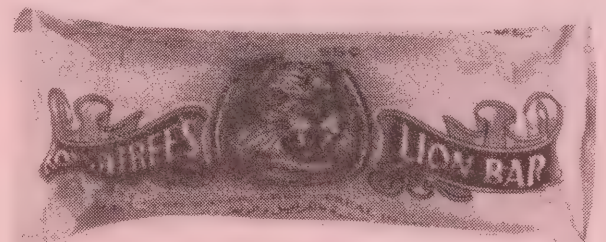
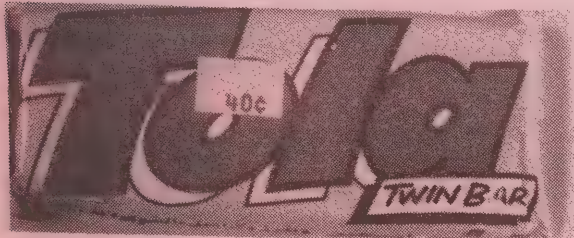
From Smiles "N Chuckles" was the Big Turk Turkish Delight Bar, jellied fruit sections covered with a chocolatey coating. And for sale in Canada, made in England by Effem Foods, Ltd., was the Bounty Bar, two sections of coconut with chocolate coating. The Laura Secord Royal Chocolate Mint Bar is made by Smiles of Toronto. A very nice bar for the taste buds to enjoy.



GRAND CAYMAN ISLAND

Doris and Larry White, Stoughton, Massachusetts, felt right at home when visiting Grand Cayman Island, a part of British West Indies off the coast of South America. Larry went into a supermarket on the island and found it looked exactly like the local market he and Doris shopped at in Stoughton! All the brands were American and familiar, so he saw bars such as Hershey, Mounds, and 3 Musketeers. He and Doris had to go to speciality stores to find bars other than American ones. The U.S. dollar was worth 80¢ on the Caymanian dollar at the time. The Whites did find two unique items as far as food goes - turtle meat (sea turtles are raised on the island) and conch, which is made into burgers, stews, chowders, fried patties and seafood cocktails.

They found some Rowntree Mackintosh bars made in York, England, for the foreign trade. The wrappers (see Aero wrapper below) contained Mid-east printing on the back and sides. Tola was a twin caramel wafer bar covered with milk chocolate - quite good. The Breakaway bar was a wheatmeal center bar with milk chocolate (only fair), and the Blue Riband was also a wafer bar with chocolate - a bit better tasting. The Lion bar was very good. And a variety of Mackintosh chocolate bars - Hazelnut, Crisped Rice, Roast Almond, etc. were found and very tasty.



NCWA SUMMER REPORT, BOSTON, MASS.

The annual summer National Confectioners Wholesalers Association meeting held in Boston in late July saw many new products on display. Some of them are reported on in the article that follows.

C.J. Van Houten & Zoon Inc., St. Albans, VT, had two chocolate bars (very good) made in Canada - DeLuxe Edition Milk Chocolate with Almonds and Milk Chocolate with Crisped Rice. Created especially for fund raising efforts.

Standard Candy Co., Nashville, TN, had its new Baby Goo Goo on display, a really tasty item. And so was its Old South Pecan Log Roll - great taste.

Also great was the Heavenly Hash Egg put out by Elmer's of Ponchatoula, LA.

Glen Lyon Consolidated Foods, Silver Spring, MD, was carrying the Tunnock's of Scotland line - Good tasting bars were the Florida, Caramel Log Wafer, and the Caramel Bar. A really good wafer line of imports.

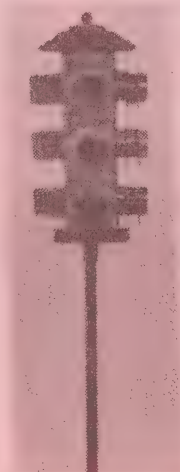
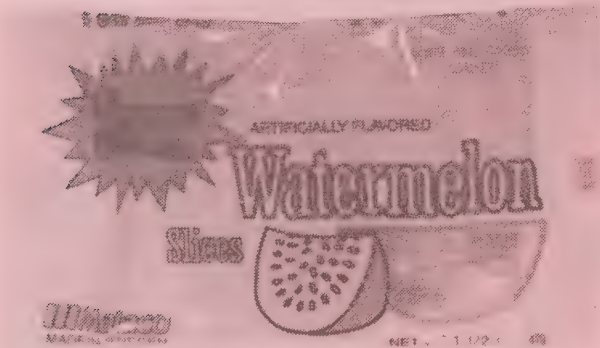
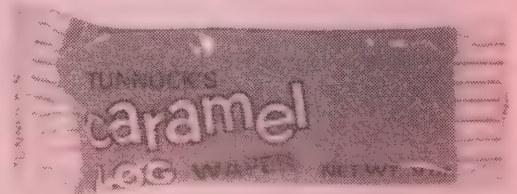
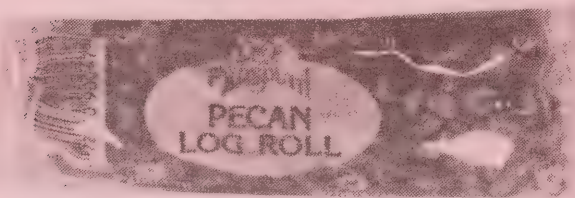
Natural Nectar, Culver City, CA, had an excellent product, the Fi-Bar bar. The raspberry flavored bar, yogurt covered, was especially tasty. The Nectar Nugget Bar was a fine tasting peanut butter crunch bar.

Sour watermelon slices (very tasty) were shown by Jaret International, Brooklyn, NY. Numerous excellent Swiss Cailler and Peter chocolate bars by Nestle of Switzerland were also on display in the Jaret booth.

The Adventure Candy Co., Altamonte Springs, FL, was marketing its Signal Light Chocolate with red, yellow, and green wrappers. A novel counter display and also a free-standing one were attention getters.

Imported from Austria by Sterling Candy Co., So. Hackensack, NJ, was the Coco d'Or rasped coconut bar with strawberry flavor. The bar was good.

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Walnettos were available again! The candy "to recapture your youth!" was very tasty. The new Walnettos are thicker, squarer, have more walnut chunks, and really chewy compared to the original Walnettos. They should be winners when fully launched in the marketplace.

The Foreign Candy Company, Inc., Hull, Iowa, had an excellent butter toffee, King Arthur brand made in England for sampling.

E. Rosen Co., Pawtucket, Rhode Island, had The Pink Panther Lollypop. It was rather an artificial tasting confection.

Hollywood Brands, Centralia, Illinois, had the great tasting Honeyroasted Pay Day. This was a real winner.

From Chocolates Garoto, S.A., Brazil, came the Serenata de Amor, a very tasty piece of candy with a truffle-like filling.

La Corona, S.A. de C.V., Mexico, came the Puffy Snack Bar, chocolate-covered marshmallow, distributed by Orion Imports Corp.

Downeast Candies, Boothbay Harbor, Maine, had its Downeast Fudge, available in several flavors. The Peanut Butter variety was very good.

From West Germany was the Condor Praline Dessert Milk Chocolate Bar. Made in Cologne, Germany, this was a very fine tasting chocolate bar.

La Nougat, made by Chabert & Guilot of France, is now being distributed in the U.S. by Shaffer Clarke & Co. It now also carries a Schrafft's logo.

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The Beenut Bar is made in Brazil for Bee International Commerce for sale in the U.S. It's an okay tasting peanut bar.

P'Nuggets bar is made in Chile for R.L. Albert & Son Inc., for sale in the U.S. It's a chewy peanut candy bar with a chocolatey coating.

Just Delicious Fudge, Mt. Lk. Terrace, Washington, is a very fine-tasting fudge.

Made in Belgium for Sherwood Brands Inc., Winston-Salem, NC, was the new Elana Honey-Almond bar for sale in the U.S.

Eddyleon, Avoca, PA, had out its's Pudding Cookie. And Falcon Candy Co., Philadelphia, PA, had available it's Cocoanut Egg - very tasty.

From Holland came the Rademaker chocolate bars. Located in Haarlem, Holland, Rademaker makes a fine Dutch chocolate. The White Bar is quite good.

Ganong Bros. Ltd., St. Stephen, N.B., Canada, was at its first NCWA show. All the bars made by Ganong were shown, with Pal-o-Mine bar Canada's oldest bar, first made back in 1910.

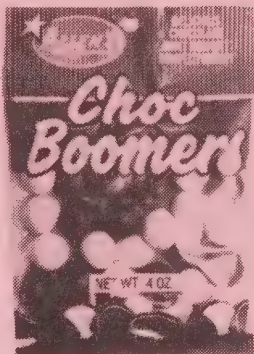
Imported by Ferrara Foods & Confections, New York, NY, was the Sempre bar, A fine-tasting candy, milk chocolate with a crunchy hazelnut cream filling.

The Buddy Bar, a peanut butter creme-filled wafer bar, chocolatey coating, was on display made by Plantation Baking Co., Lake Bluff, IL.

Mellow-Munchie, a crisped rice snack bar, was being shown by Country Cup-board Snacks, Vancouver, Washington.

Many, many, many old familiar bars were on display, too!





Alfred Allen, at the age of 20, began manufacturing confectionery products in 1892 at the back of a small shop in Fitzroy, a suburb of Melbourne.

By 1909, Allen's was claimed to be the third largest confectionery company in the State of Victoria. By 1922, a new factory was built in South Melbourne. That factory remains as the principal manufacturing factory. Over the years a number of other confectionery companies have been bought by Allens in Australia. Bellis Fruit Bars Pty. Ltd., a company specializing in the production of fruit bars was acquired in 1980 among others.

Some of the products Allen's produces are JBs Gourmet Jelly Beans, and the various kinds of Bellis fruit and cereal bars. The fruit bars are quite good, and the Bellis Apricot is perhaps the best-tasting apricot bar in the world, making use of the luscious Australian apricots that are raised on that continent.

A number of cough drops products are produced, among them being one called Black Crows Cough Drops, not to be confused with the Black Crows licorice drops available in the United States. Another set of products are the Boomer candies, such as Choc Boomers, which were imported into the United States by Palmer Candy Co., of Sioux City, Iowa.

AUSTRALIAN GINGER PRODUCTION

In Australia the Queensland ginger industry began in 1941 when five farmers met in a village blacksmith's shop to form the Ginger Growers' Co-operative. They built Australia's first ginger factory in Buderim. In 1985 that factory was finally silenced and its machinery put to rest. But a new factory has been built and is operating in Yandina.

After the ginger is harvested it goes to the factory where it is placed in brine vats, cooked, and then steeped in syrups for days. Syrup ginger is used mainly for confectionery products. To become dried ginger, the product is placed in dehydrators and dried for 14 hours a day for seven days before being placed in bales for shipment.

An estimated 60 percent of the Australian's factory total production is exported to the United States, England, and other countries.

Ginger is one of the oldest known spices. Its use is mentioned in the ancient Sanskrit literature of India. The early Spanish conquistadors planted ginger on Jamaica, and by 1550 Jamaica was sending it to Europe in large quantities.

TURKEY

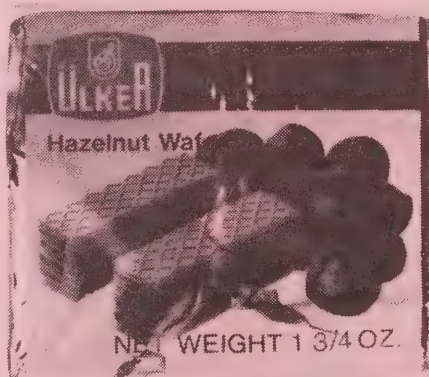
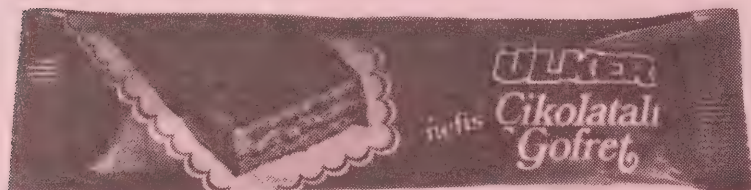
The largest confectionery operation in Turkey is Ulker Gida Sanaya. The company is located in Istanbul. It produces not only confectionery products, but also biscuits.

International markets have been increasing for Ulker since 1975, and today it exports to around fifteen countries, among which the Middle Eastern countries are prominent. Ulker is among the top 25 manufacturing firms in Turkey.

The company employs about 2,000 people, and produces a wide variety of products. Several varieties of chocolate bars are produced under the Ulker label. The cocoa beans used usually come from Ghana.

Some of the bar products are Hobby, Bar Karmen, Rulo-Kat, Hobby, and Cokomilk, among others. A very nice hazelnut cream is produced as a table spread. Two of the best tasting of the bars are the Hobby bar and the Karmen bar which is quite good chocolate.

Also located in Turkey is a division of the Nestlé company of Switzerland. Several Nestlé chocolate bar products are produced. One series of milk chocolate bars contains pictures of wild animals such as the lion and giraffe on the wrappers. (Concluded next page)



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One of the important crops of Turkey is the hazelnut. Cultivated varieties are grown in Europe as a major nut crop, but most hazelnuts are imported from Turkey which provides the world with approximately 80% of the hazelnut crop. The climate around the Black Sea is ideal for the nut. The Hazelnut industry in the United States is minor compared to that of Turkey, but is showing signs of growth over the years.

The nuts of the cultivated varieties live in leafy cups in clusters of two, three, or four. It is from the light brown shade that we get the name. Another name for the nut is the filbert. But about the only connection between the Frankish St. Filbert and filbert nuts is that the saint's feast day fell on August 22nd, which was at the height of the hazelnut harvesting season.

EDITORIAL - THE SHAPE OF THINGS

Probably the most basic candy molding shape is the ball shape which is rolled around in the hands. The same shape came out when the ice cream scoop came into being, and soon candy makers adapted the instrument to their business to scoop out ball-shaped confectionery products.

According to John Tatigian, that's how Mounds bars came to get their name. When the first Mounds pieces were made they were in a ball shape and when placed on a tray it looked like a mound of candy. And a bunch of them looked like Mounds of candy - voila! - the birth of the name Mounds.

Another basic candy shape is the oval, or cake shape. The cake name came from the similarity of shape to cakes of cocoa that were pressed out during the early years of the cocoa and confectionery business. Milton S. Hershey first called his chocolate bars by the name of Hershey Cakes.

Early confectioners tried to make simple mass produced candy products before the days of automated machinery. So often entire cookie sheets were filled with a candy product such as fudge, then cut into bar or square-shaped pieces. They were then served out of the sheet when a customer wanted one. Early candy bars came this way, as wrappers didn't come until later.

Russell Stover was a great candy man. It was in 1922 that Stover teamed up with Christian Nelson. Nelson had come up with the idea of a tennis ball shaped confection of ice cream that was to be coated with chocolate. But he couldn't get the chocolate to harden properly on the ice cream.

Russell Stover liked Nelson and his idea, so decided to work on the project. He first decided that the shape was wrong as humans couldn't properly bite into a spherical object the size of a tennis ball. So the decision was made to cut a brick of ice cream into 18 slices, or "bars." That way an oblong, more manageable shape, could be obtained.

Thus the chocolate coating experiment was conquered. And the name for the product came soon after. And the name was right on target for a cool, coated treat, Eskimo Pie.

It was soon thereafter that many myriads of Eskimo Pies were being turned out each day, and within six months Stover and Nelson were rich. But they soon got bogged down in a series of costly patent suits when others tried to capitalize on the idea of the chocolate-coated ice cream bar.

It wasn't long before Nelson bought out Russell Stover's interest for \$30,000 for all rights to the Eskimo Pie. And Christian Nelson went on to make a buck or two during the coming years.

Russell Stover returned to his first love, the making of candy and chocolate products. That was the shape of things as far as Stover was concerned.

THE HERSHEY BROTHERS

There were six Hershey brothers who were not related to Milton S. Hershey, founder of the Hershey Chocolate Company. One of those six brothers, Jacob Hershey, according to This Week in Pittsburgh, October 9, 1931, started in the creamery business in a very small plant in Lancaster County, Pennsylvania. It was incorporated as the Hershey Creamery Company in 1909, and operated out of Harrisburg in time. In 1919 the company began manufacturing milk chocolate. According to Carl Andrews of Hershey Foods Corporation, two other Hershey brothers (same family as Jacob), Isaac and Eli, then joined brother Jacob in this operation.

According to the Pittsburgh Leader, November 1, 1919, Sylvester S. Marvin started the Pennsylvania Chocolate Company in Pittsburgh in 1904. Another source, an ad that appeared in The Saturday Evening Post, January 23, 1922, reported that the company had begun blending chocolate for twelve years earlier, which would mean that 1910 was the start-up date for the company.

By 1919 that company had nearly 1,000 employees and occupied a seven-story factory, considered to be one of the handsomest factories in Pittsburgh at the time. It was said to be the "largest chocolate and cocoa factory west of the Allegheny Mountains." Pennsylvania Chocolate Company used a Little Miss Zay-tek as a symbol in its ads and on its candy bar wrappers. The 5¢ Zay-tek Almond Bar was an early favorite as was Eatmors that were put up in airtight tubes. Eatmors were individual pieces of chocolate in a red tube that sold for 5¢.

(Many of the dates in this article have been verified by Maria Zini, head of the Pennsylvania Department, The Carnegie Library of Pittsburgh.)

A ½ pound bar, Chocolat Superieur was copyrighted in 1918 and was designed especially for the connoisseur. Also put out was the Heresheis bar, the wrapper of which resembled the Hershey wrapper of M.S. Hershey.

The Hershey Brothers then acquired the Pennsylvania Choc. Co. in Pittsburgh in 1923. They operated under the name of Hershey Brothers for a time, but later changed the name to Eatmor Chocolate Company, as the Eat-

(continued next page)

THE SATURDAY EVENING POST



Little Miss ZAY-TEK

ZAY-TEK

ALMOND BAR

*A Chocolate Blended
to Suit the American Taste*

"The often celebrated is the best often being. There is no individual taste that is best. Chocolate flavor has blended out from any one source here, but in the blending of different beans together."

WE decided years ago to perfect a blend of chocolate for the American taste—a blend as individually American as the French is French and the Swiss, Swiss.

From Ecuador we obtained the rich, red-brown cocoa bean, famous for its body and marvelous flavor. With it we blended the fragrant beans of Ceylon, Brazil and the West Indies.

We have been blending chocolate for twelve years. This experience has enabled us to get just the right harmonious, full-bodied flavor and fragrant aroma that have made Zay-Tek Chocolate a CHOCOLATE BLENDED TO SUIT THE AMERICAN TASTE.

We put this chocolate up in handy, airtight tubes and called them Zay-Tek Eatmors.

Their popularity has grown almost overnight. Before we knew it Zay-Tek Eatmors sales were doubling and tripling.

Nothing else can prove so convincingly that Zay-Tek Eatmors suit the American taste.

Prove it yourself. Go into any store and ask for a big red tube of Zay-Tek Eatmors. You'll be surprised with the deliciousness of this creamy-smooth chocolate. Its blended flavor is wonderfully satisfying to your taste. Try it today.

5¢

PENNSYLVANIA CHOCOLATE COMPANY, Pittsburgh, Penna., U. S. A.

Zay-Tek is the family name of a line of chocolate products. Zay-Tek Eatmors, Zay-Tek Almond Bars and Zay-Tek Cocoa are all blended to suit the American taste. Next time ask your grocer for Zay-Tek Cocoa. It comes in 1-lb., ½-lb. and ¼-lb. sizes.

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mor proved to be its most popular product. As the Eatmor Chocolate Company, production soon began on other Zaytek products such as Chocolate Billets, a solid milk chocolate in a tin foil jacket, and Choo-ee Jim, a cream and almond center covered with milk chocolate packed in a tube.

The Eatmor Company got into trouble when it started producing Hershey's Kisses in Pittsburgh. Milton S. Hershey took the case to the U.S. Supreme Court, according to Carl Andrews. That court ruled that Milton S. Hershey was entitled to exclusive use of the Hershey's Kiss name.

The Hershey Chocolate Company eventually bought out the Eatmor Company which then passed into candyland history. As the earlier Pennsylvania Chocolate Company, it was one of the early advertisers in popular magazines of the times such as The Saturday Evening Post, taking out several full-page ads and smaller sized ads in the early 1920s.

(The Zatek Chocolate Superieur and Heresheis wrappers from the Warsaw Business Americana Collection, Smithsonian Institute, Washington, DC. The Choo-ee Jim is a wrapper from the Alan Bitterman collection.)

ZATEK CHOCOLATE BILLETS



The above shows a full quart of pound of solid chocolates—no cream centers.
They have a rare, rich chocolate flavor. We would like you to try them and learn for yourself how good a chocolate can be. The flavor is delicious. The chocolate is made to the Government standard.
Get acquainted with Zatek Chocolate Billets, solid chocolates in tin foil jackets—160 in a pound—which keep them shiny, fresh and clean.

How to Get Them
Ask your dealer for Zatek Billets. If he hasn't them, send us twenty-five cents and your dealer's name and we will send you a special quarter-pound box shown above.
A half-pound box packed in every region. (Selling for 50 cents) or a full pound box for \$1.00 or a three-pound box for \$3.00.
We have a proposition that will interest every dealer.

PENNSYLVANIA CHOCOLATE CO.
Dept. M, Pittsburgh, Pa.
Makers of Cocoa, Chocolate Liquor, Confections, etc.

TRADE MARK

HERESHEIS

MARK

PENNSYLVANIA CHOCOLATE COMPANY
PITTSBURGH, U. S. A.

Made by the
"House that markets confections in sealed tubes"

RICH WITH CREAM AND ALMONDS

CHOO ee JIM

REG. U.S. PAT. OFF.

MILK CHOCOLATE COATED

With that delicious lingering taste!

EATMOR CHOCOLATE CO. PITTSBURGH, PA. 2 OZS. OR OVER

THE SATURDAY EVENING POST



Buy a Zay-Tek Almond Bar.

It's made of chocolate blended to suit the American taste—the luscious Zay-Tek blend of chocolate you get in the big red tube of Zay-Tek Eatmors. There has never been another almond bar with the same wonderful flavor.

Taste this Zay-Tek Almond Bar.

Taste it the way an expert tests chocolate. When the chocolate is almost dissolved in your mouth, press it against your palate with your tongue. You will find it smooth as velvet, without any coarse particles to mar its delicious creamy quality.

And Zay-Tek Almond Bars are full of almonds—almonds selected for their rich flavor—big, crisp and meaty—just what you've always thought an almond bar should be.

Buy a Zay-Tek Almond Bar today at the nearest candy counter.

PENNSYLVANIA CHOCOLATE COMPANY, Pittsburgh, Penna., U. S. A.



5¢

PENNSYLVANIA CHOCOLATE COMPANY, PITTSBURGH, U. S. A.

ZATEK

(REG. U. S. PAT. OFF.)

Chocolat Supérieur

ESPECIALLY MADE FOR CONNOISSEURS

COPYRIGHT, 1916, BY PENNSYLVANIA CHOCOLATE COMPANY

POSSESSES PERFECTION IN CONSISTENCY AND FLAVOR AS WELL AS HIGH FOOD VALUE

PENNSYLVANIA CHOCOLATE COMPANY, PITTSBURGH, U. S. A.

U. S. PAT. OFF.

DULUTH, MINNESOTA

Duluth, Minnesota, had a professional football team in the early years of the pro game. The Duluth Eskimos were the team and there were several candy companies in Duluth at the time.

One such company was Winkler Brothers that started in 1909 and ceased functioning in 1931. The company made numerous 5¢ candy bars such as Angel Cake, Chocolate Hash, Butter Hash, Peanut Bar, Virginia Block, and Porous Bar.

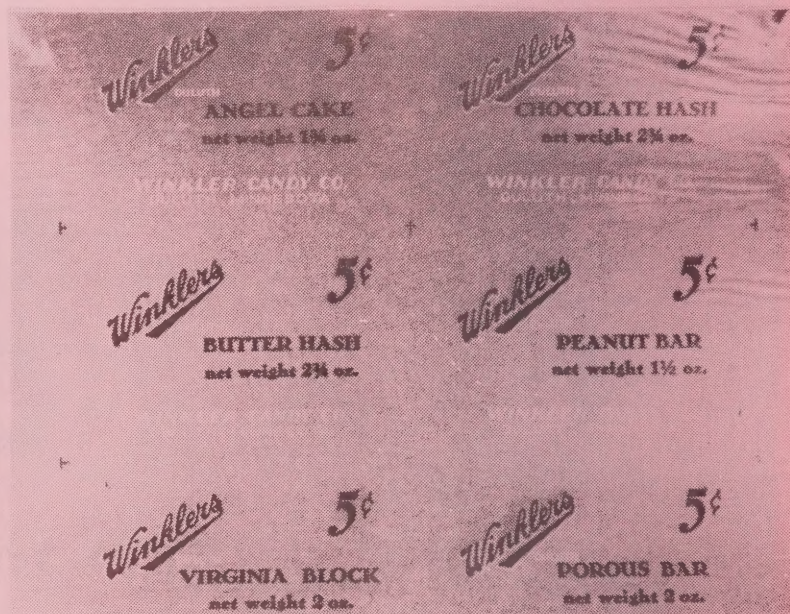
The Barsness Candy Company showed up for the first time in the Duluth City Directory in 1929. (Research was done by Pat Maus of the Northeast Minnesota Historical Center, University of Minnesota, Duluth.) That company had the same address as the Wahl Candy Company which apparently closed and then resumed business under the Barsness name. It continued on until 1952. Barsness made such 5¢ bars as Home Made Fudge, and Caramel Nut.

The Duluth Herald, November 10, 1937, carried an article on Barsness. "All of the bars are wrapped by hand in cellophane. Each, the law requires, must have a slip of paper inclosed giving the weight of the bar

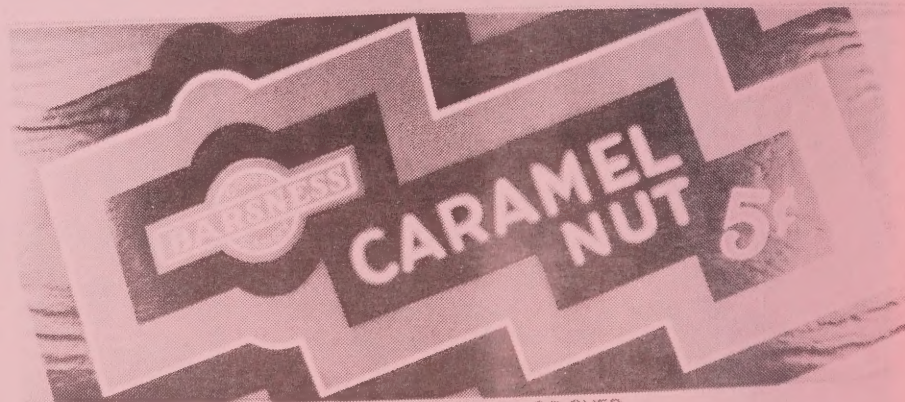
"Another little slip that goes in with some of the bars is one bearing a letter of the firm name. The child who collect nine of them, bearing the letters B-A-R-S-N-E-S-S gets four candy bars free. They are redeemed by dealers and come back to the factory in bundles and bales of the most astonishing size.

"Barsness is the only considerable candy company in Minnesota north of the Twin Cities. It employs seven expert candy makers and 38 other employees.

"The factory makes business for the railroads as well as for truck lines and for its own trucks. Deliveries are made daily to more than 30 wholesale candy houses in northern states and to retail stores in Minnesota, Wisconsin, Michigan, the Dakotas and Montana." (Wrappers are from Alan Bitterman.)



NET WEIGHT 1 OUNCE OR OVER
BARSNESS CANDY CO., DULUTH



NET WEIGHT 1 1/2 OZ OR OVER
BARSNESS CANDY CO.
DULUTH, MINN.

WHO MADE THE CRANDY BAR?

It was 1912 when Adam Schewe met a local candy maker and went into the business of candy making. Out of that union was formed the Merrill Candy Co. of Merrill, Wisconsin. The company continued in the candy making business until around 1964 when freight rates finally became too much of a financial burden and the manufacturing part of the business was disbanded. The company did keep up in the candy distribution field and that of restaurant supplies.

During its heyday as a candy manufacturer, Merrill Candy freighted millions of candy bars to 36 of the 50 states, with the Midwest receiving the heaviest of the shipments. Numerous candy bars were produced in those years.

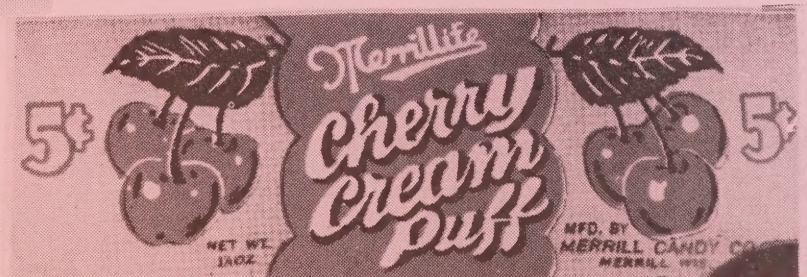
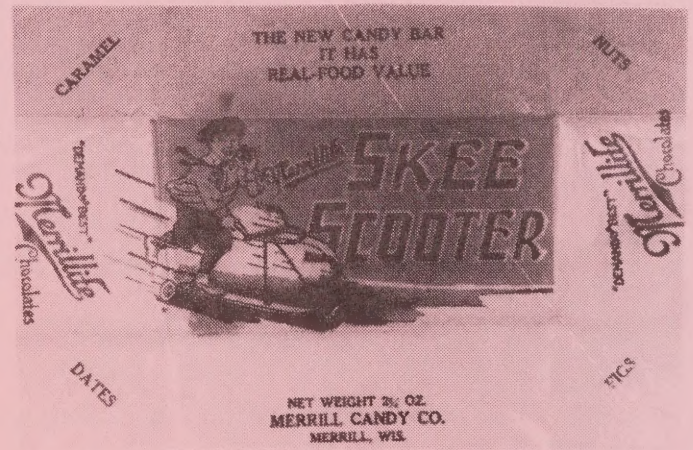
An early Merrill bar produced under the Merrilite trademark was the College Special bar of the 1920s. Another early bar was the Skee Scooter bar that contained caramel, nuts, dates, and figs. This candy bar wrapper carried the legend, "The New Candy Bar - it has real food value."

The T.B. Scott Free Library of Merrill provided some old newspaper clippings. A 1960 clipping said, "The five-cent Cherry Cream Puff bar is a prize-winning Adama Schewe original and one of the company's largest volume sellers. Adam Schewe stuck three pieces of cherries together, coated them in a runny, creamy center, and coated all that in chocolate to create the Cherry Cream Puff bar."

It was judged by a Candy Clinic of the times as thought to be the best cherry bar in the United States in 1956. Right after that Adam Schewe decided to make use of another Wisconsin crop, the cranberry. He substituted cranberries for cherries to create the bar he called the Crandy Bar. Unfortunately that one didn't catch on at all, so was dropped from the bar list of Merrill.

Some other bar produced by Merrill over the years were Fruit Sundae, Cool Wave, Pecan Date, Fine Fudge, Half Acre, Tops All Peanut Bar, Nut Goodies, and that bar came in both vanilla and maple flavors.

Wrappers- collections of Aaron Wartner, Alan Bitterman, and Ray Broekel.





Harold S. Mohler, long a leader at Hershey, died last August. He joined the company in 1948 and stepped down as CEO in 1984. It was late in 1969 that Mohler was instrumental in changing a 55-year-old policy of not advertising. This decision revitalized Hershey, whose business was going into decline. The use of advertising again made Hershey a big cog in the confectionery business in the United States.

F.W. Woolworth is marketing in the U.S. a number of bagged hard candies made in Brazil and Chile.

Bourneville is a suburb of Birmingham, England. It is associated in the British public's mind with chocolate. The district was laid out to provide houses for the workers in Cadbury's chocolate factory in the 1870s. The name, Bourneville, was coined because it sounded French, and at the time French chocolate was considered to be top drawer. (From Names & Nicknames of Places & Things, Laurence Urdang, New American Library, 1988.)

Murray-Allen is marketing bagged hard candies made in Yugoslavia, Brazil, and Argentina in the United States.

Rascals fruit chewy candies had a special offer in 1988 providing a Little Rascals Jigsaw Puzzle for \$2.50 and two wrappers and the UPC symbol. Shown in the puzzle are Alfalfa, Farina, and Spanky.

The Wall Street Journal, Sept. 8, 1988, reported that a company that called itself Security Industries was using the enticement of free chocolate, but had to cancel the offer when its supply of chocolate was stolen. The event took place at an International Security Conference and Exposition in New York City.

Nate Sloane, Boston, who was a candy wagon jobber from 1926 to 1938, sent along the following bit of memorabilia: "It was in the mid-1920s - Otto Schnering Curtiss Candy Company of Chicago, was promoting his Baby Ruth candy bar, as he always seemed to have some sort of promotion going. His latest was a box of 24 count Baby Ruth bars packed in beautiful newly made cedar chests. Everything was fine and the deal was an excellent seller. at the wholesale level. But if the bars in the box didn't sell fast enough, then the chocolate coating on the bar absorbed the odor of the cedar chest and that didn't make for pleasant eating. But in spite of this boo boo, and others from time to time, Baby Ruth soon became the dominating sales bar during the times."

Watch for RJR Nabisco to possibly sell off its Baby Ruth, Butterfinger, Planters, and Lifesavers brands.

The New York Times, October 20, 1988, carried the news item that the Sara Lee Corporation has sold its Hollywood Brands Division to Leaf, Inc., owned by Huhtamaki of Finland.

M&M/Mars had a clever ad out on radio around Halloween time that ended up with the saying, "The best candy on Earth comes from Mars."

Imelda Marcos, whose main extravagance was deemed to be shoes, also has a liking for chocolates.

Fred Sanders, Inc., Highland Park, Michigan, has been acquired by Country Homes Bakeries Inc., Bridgeport, CT. The Michigan plant will be renovated. In the column, "Harper's Index," Harpers, November, 1988, it was reported that 12 tons of jelly beans were purchased by the White House from the Goelitz Candy Company since 1981. That was the Reagan White House.

Boston Fruit Slice & Confectionery Co., Lawrence, MA, has acquired the coconut division of the former Keppels Candy Co., Lancaster, PA.